



Understanding and Improving Mental Health Needs in Your Community

Wednesday, February 24, 2021

Presented by

Conduent Healthy Communities Institute and CredibleMind

Welcome!

Please share in chat:

“How has COVID impacted mental health as a priority in your community?”

Feel free to use chat for questions and comments

Speakers

Conduent Healthy Communities Institute



Jane Chai, MPH
Community Health Content Expert

CredibleMind and Healthy Communities Foundation



Deryk Van Brunt, DrPH
Co-Founder and CEO

United Way of Greenwood and Abbeville Counties



Marisel Losa
President and CEO

Healthy Communities Institute (HCI)

We are a team of public health professionals rooted in a mission to help organizations use data and evidence-based practices to address the **social determinants** impacting health and create **healthy environments and communities.**



100+ community platforms



150+ social, economic, health indicators for community health planning



200+ community health assessments and plans completed



Why is this a priority area?

Nearly 1 in 6 people in Orange County report needing help with mental, emotional, or substance abuse problems. Mental health is essential to a person's emotional, social, and psychological well-being, and can have a serious impact on physical health. Mental health disorders and chronic substance use are associated with increased risk of diseases and health conditions including diabetes, hypertension, stroke, heart disease, and cancer and unintended injuries.

Unmet mental health needs are significant contributors to disability and premature mortality in the U.S.

The average life expectancy of people with mental disorders can be 8 to 25 years shorter than people without mental disorders.

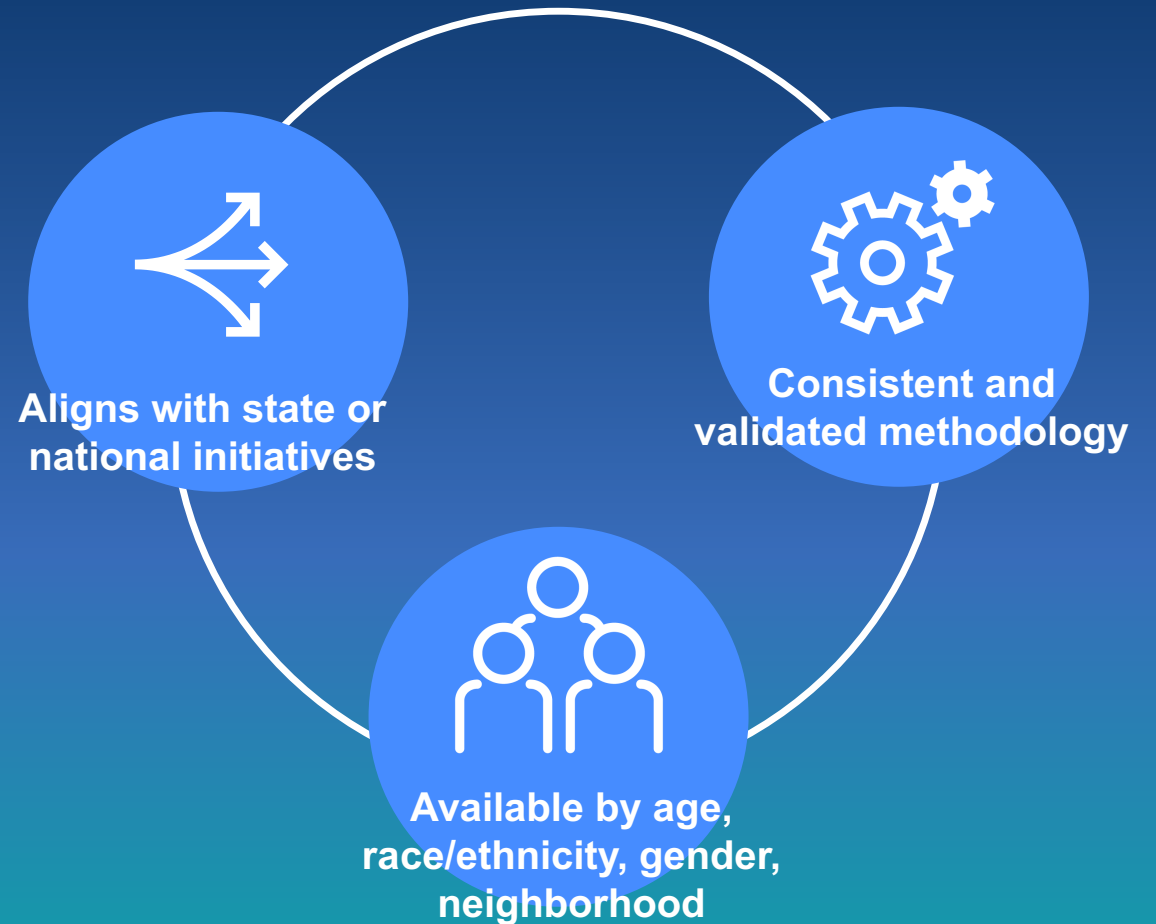
Source: Roberts, et al. Premature Mortality Among People with Mental Illness: Advocacy in Academic Psychiatry (2017)



Choosing Meaningful Data

Finding indicators that help us:

- facilitate collaboration across different sectors or departments
- track progress over time
- understand health inequities and root causes



Data Sources and Resources

American Community Survey

Centers for Medicare and Medicaid Services (CMS)

CDC Behavioral Risk Factors Surveillance System (BRFSS)

CDC BRFSS Adverse Childhood Events (ACEs) Module

CDC PLACES

Claritas

National Survey on Drug Use and Health (NSDUH)

Hospitalization and ER Records

Vital Records

State or Regional Assessments

Community Mental Health Indicators



Access to Services

- Adults with health insurance
- Mental health provider rate
- Adults needing and receiving behavioral health care services
- Adolescents with major depressive episodes (MDEs) who received treatment
- Households receiving mental healthcare



Behaviors and Needs

- Adults with likely psychological distress
- Adolescents experienced Major Depressive Episodes
- Prevalence of depression
- Poor mental health: 14+ days
- Older adults living alone
- Isolation and social connectivity
- Adverse Childhood Events (ACEs)







Mental Health Outcomes

- Hospitalization rates due to mental health
- Hospitalization rate due to suicide and intentional self-inflicted injury
- Deaths due to suicide

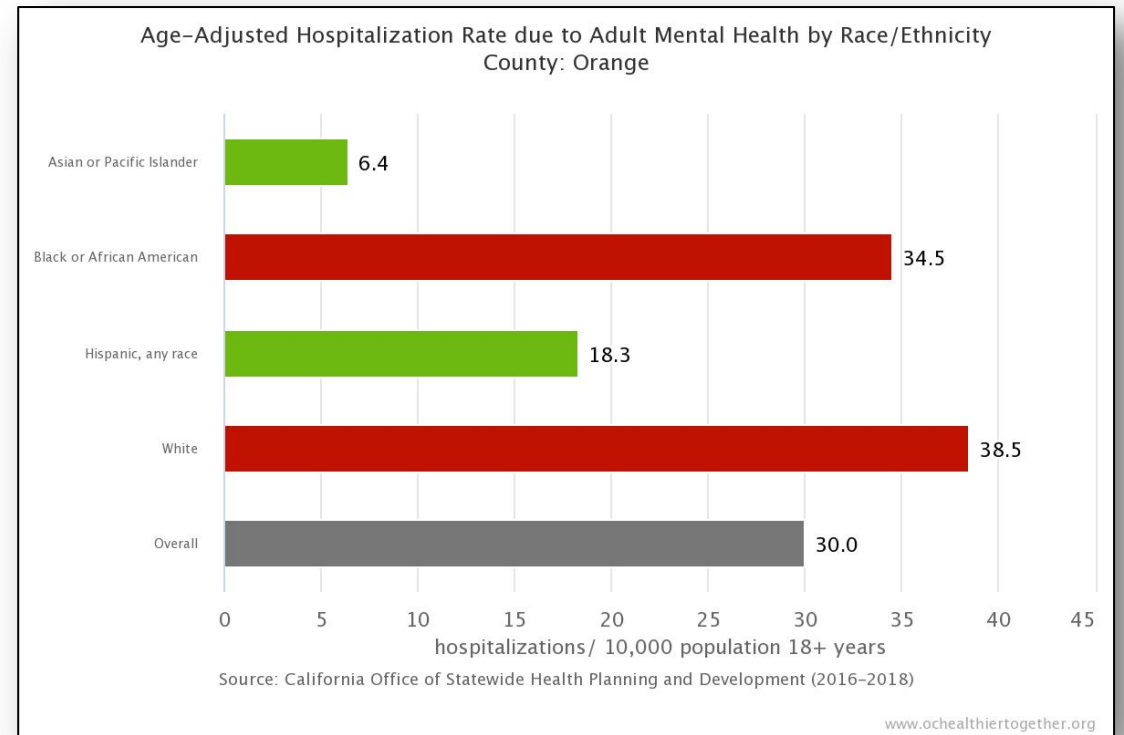
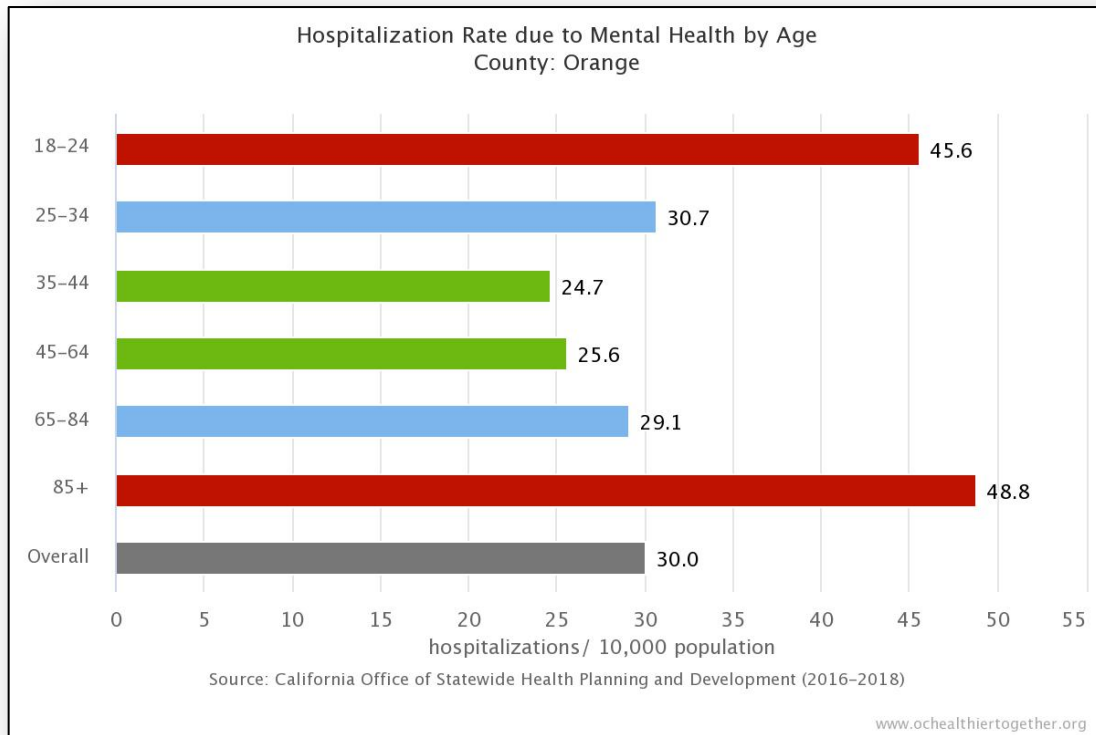
Community Mental Health Measures

Reviewing a range of **community mental health** data can provide a broad picture of mental health.

	VALUE	COMPARED TO:			
Adults Needing and Receiving Behavioral Health Care Services	56.6% (2018-2019)	 CA Counties	 CA Value (57.1%)	 Trend	
Adults with Likely Serious Psychological Distress	12.0% (2018-2019)	 CA Counties	 CA Value (12.0%)	 Trend	
Age-Adjusted Death Rate due to Suicide	10.0 Deaths per 100,000 population (2016-2018)	 CA Counties	 CA Value (10.6)	 US Value (13.9)	 Trend
Poor Mental Health: 14+ Days	11.6% (2018)	 CA Counties	 U.S. Counties	 US Value (12.7%)	

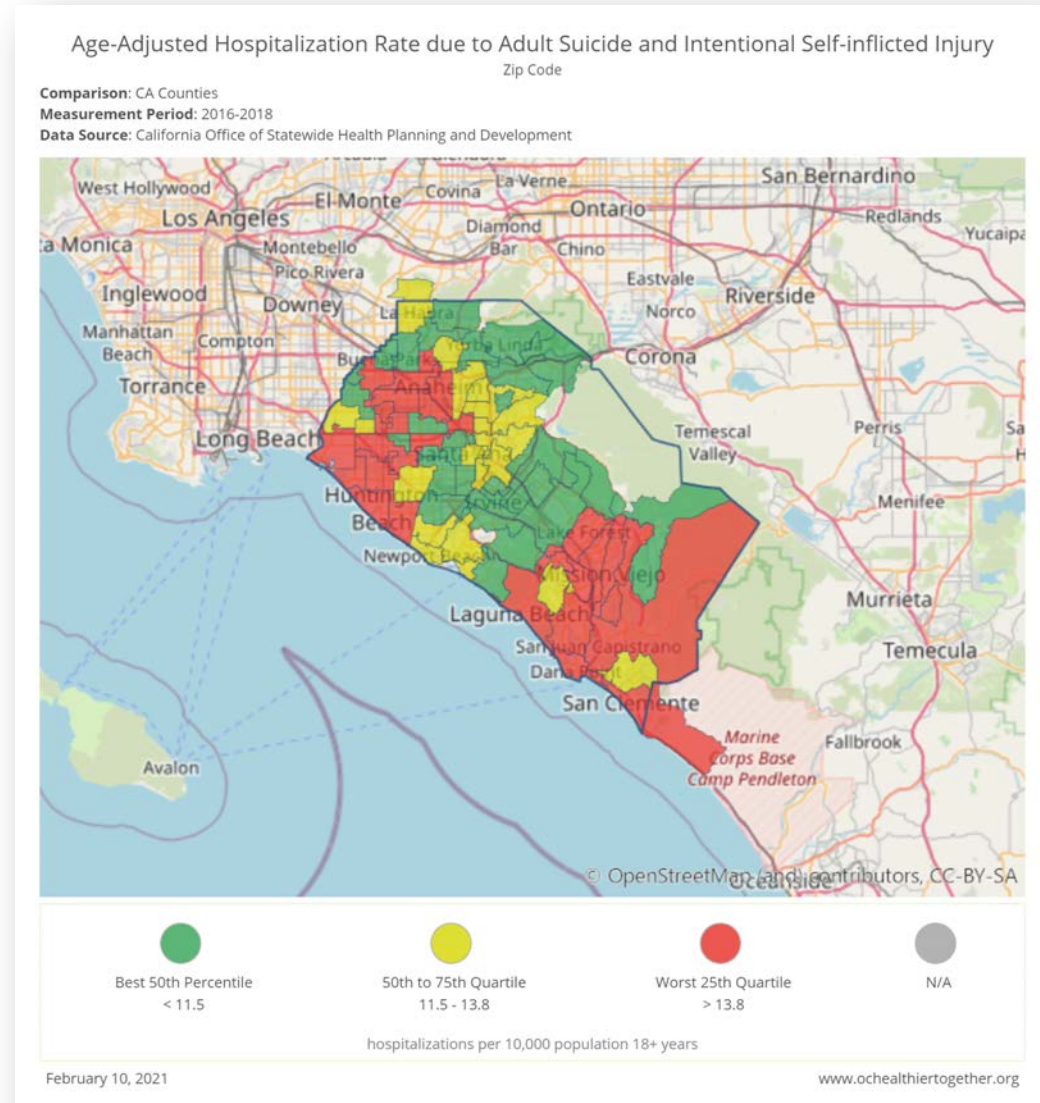
Identifying Disparities

Reviewing data by **demographics** (e.g., age, race/ethnicity, gender) provides deeper insights about populations at risk.



Geographic Insights

Mapping community health data by geography (e.g., city, zip code, census tract) tell a story about where communities with disparities might live.



Social Determinants of Mental Health

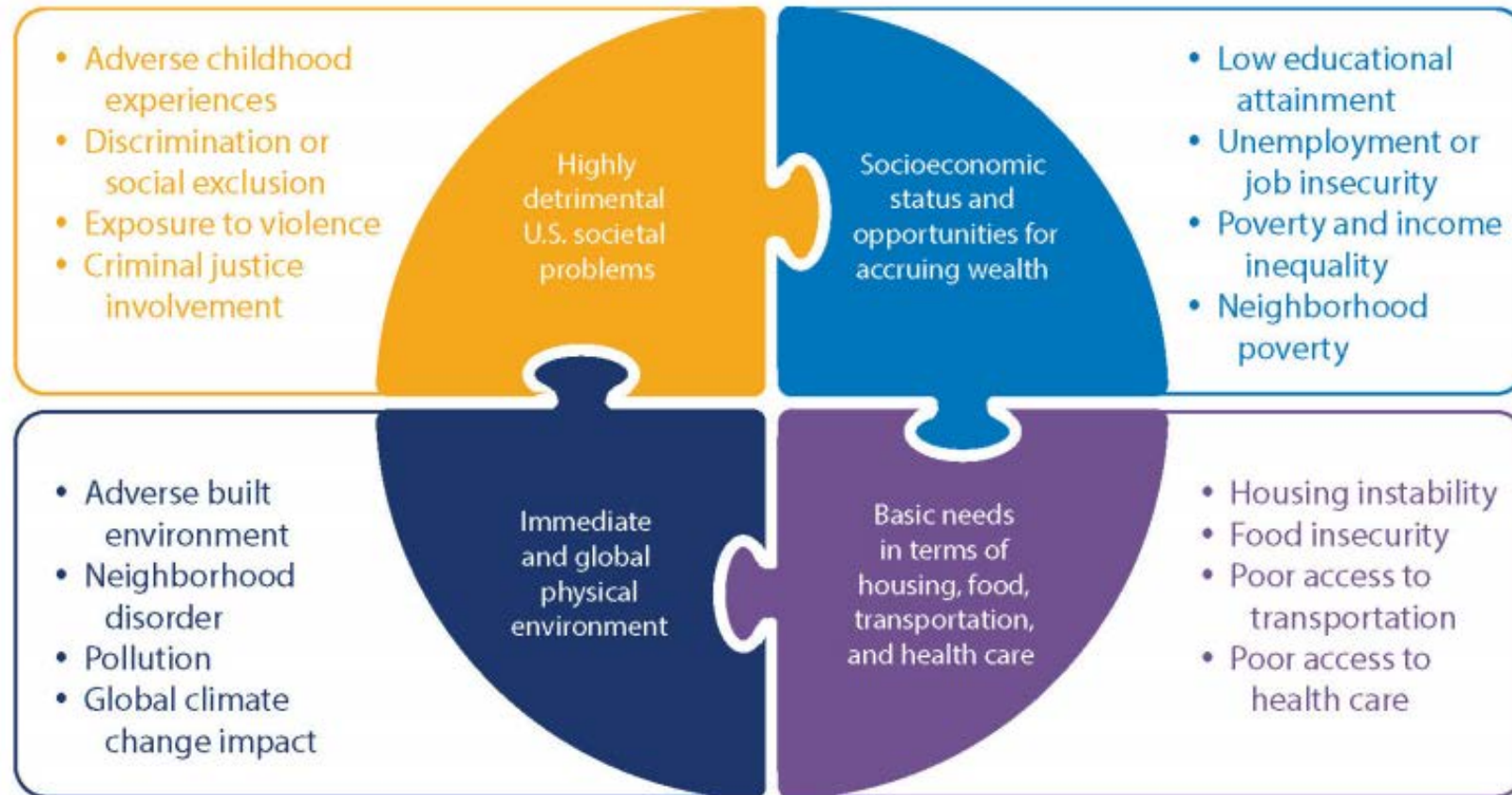
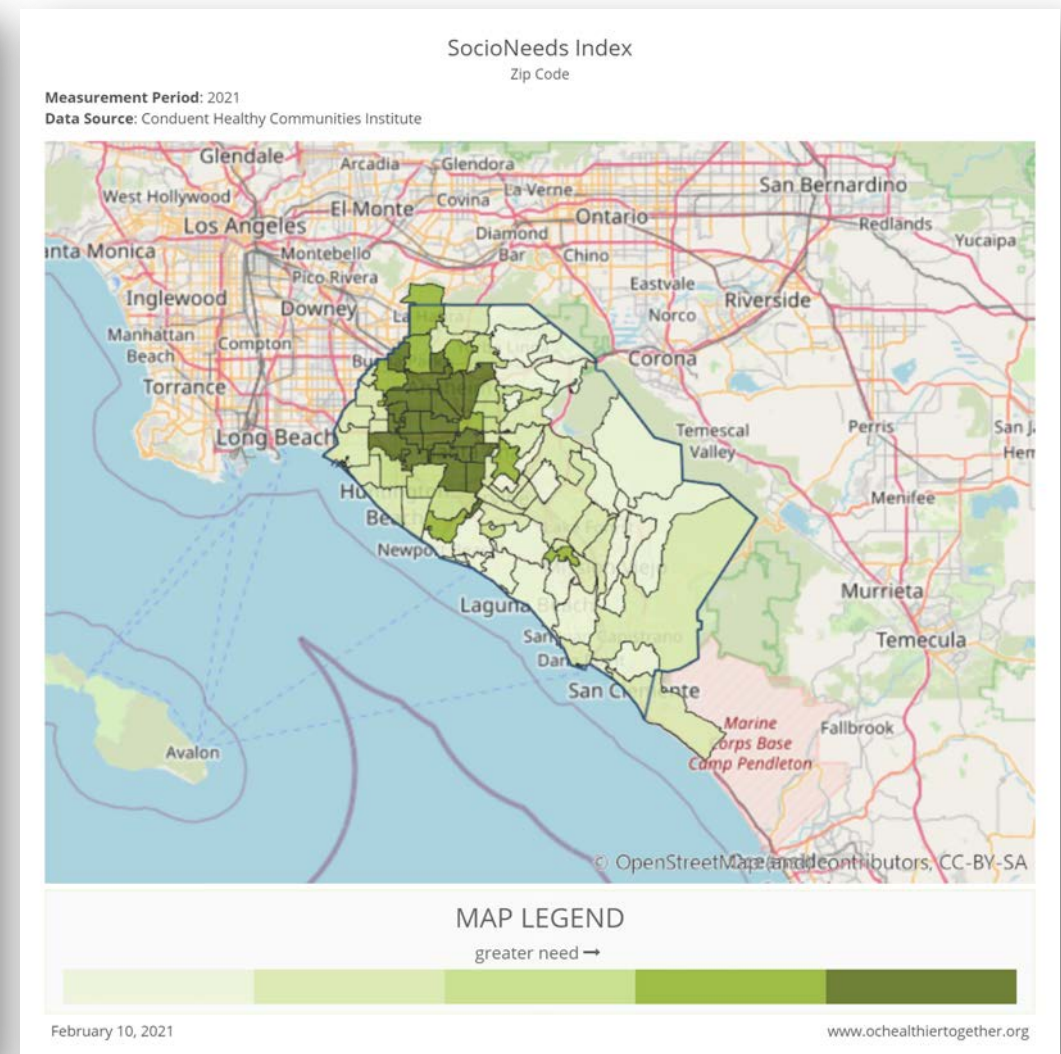
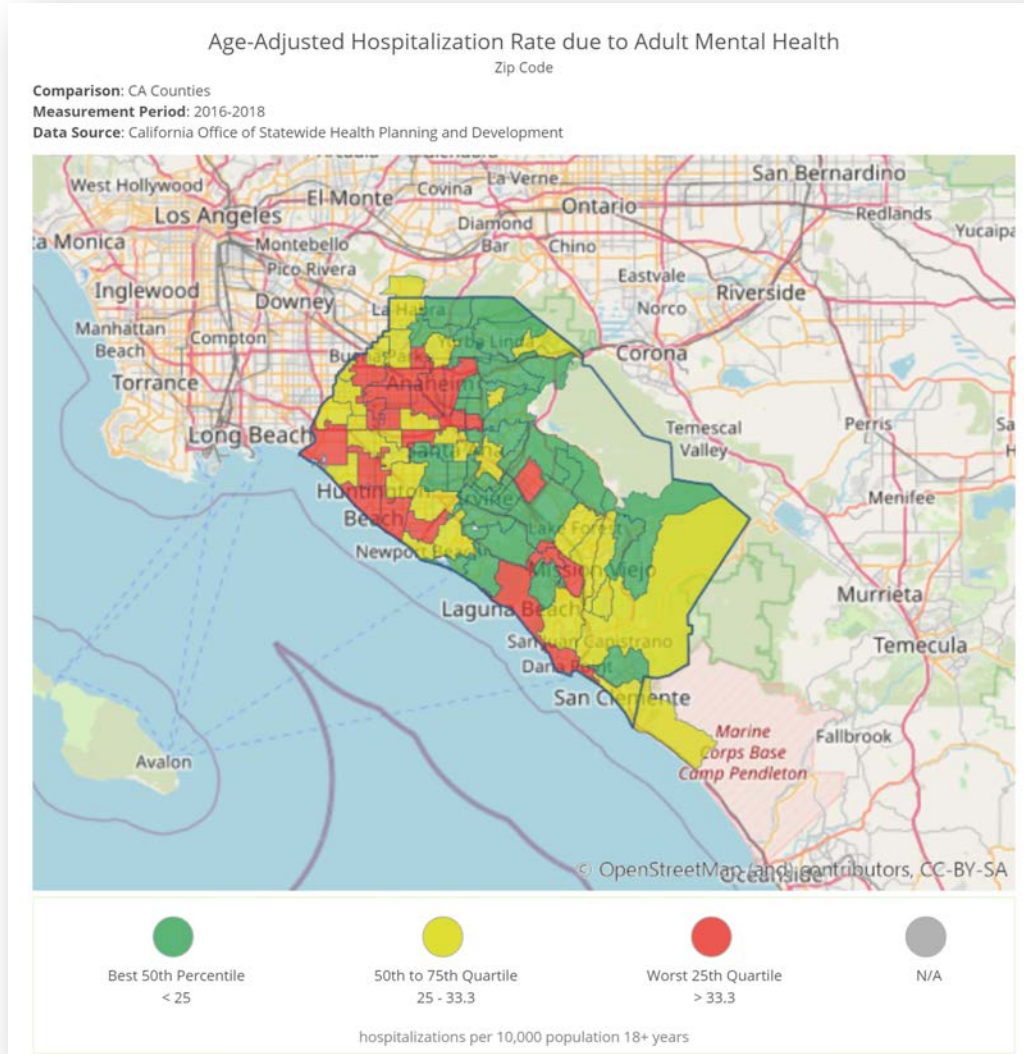


Figure 1: Sixteen Categories of Social Determinants of Mental Health, in Four Broad Buckets.

Source: Rotter and Compton. The Social Determinants of Mental Health. A White Paper Detailing Promising Practices and Opportunities at the New York State Office of Mental Health (2020)

Socioeconomic Needs and Mental Health



Supplemental Data Collection

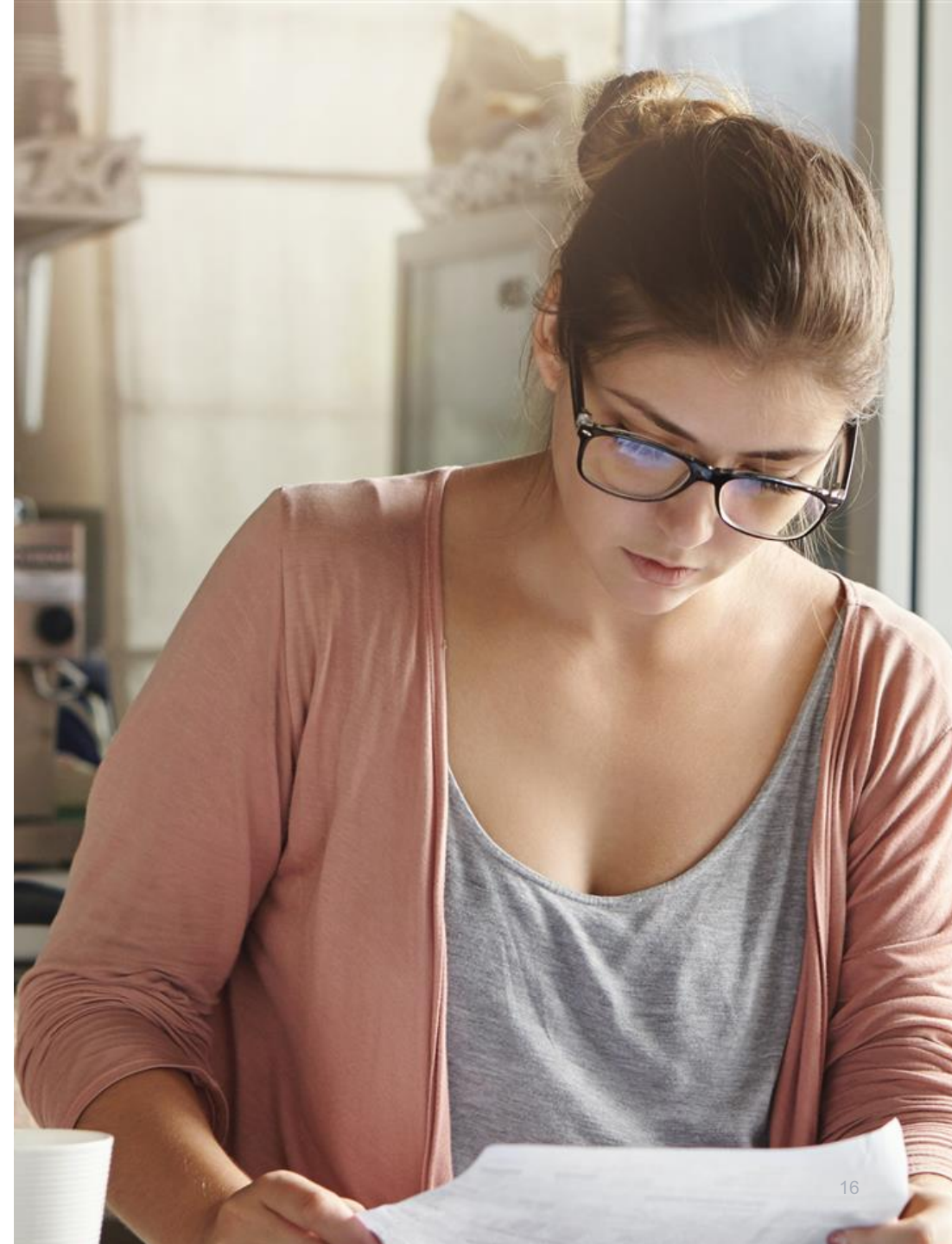
Primary and qualitative data collection (e.g., community survey, key informant interviews, focus groups) helps to gain deeper insights.

TABLE 9. COVID-19 PRIMARY DATA INSIGHTS

Community Survey Insights	Key Informant Insights
90% of respondents felt “very” or “somewhat” informed about COVID-19	More isolation and loneliness were felt, especially with older adults
47% of respondents experienced “moderate” to “major” impact in feeling alone/isolated during the stay at home orders	There was heightened fear and anxiety in school children and their parents when schools closed
49% felt “moderate” or “major” impact of not knowing when the pandemic will end and having a lack of control	Food insecurity rose at the start of the stay at home orders and then diminished when services resumed
	Organizations were innovative and worked together to keep serving the community

Questions for deeper insights

- Which groups in your community seem to struggle the most?
- How would you describe attitudes towards mental health in your community?
- What are ways you see people coping with life stressors or mental health challenges?
- What barriers might prevent someone in your community from accessing mental health services?
- What programs or services would you like to see more of?



“Data can yield the problem and help parties to create a shared vision.”

Karen Linkins, PhD, Mind OC (Be Well OC),
Chief Innovations Officer



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Chief Innovations Officer



Thank you!

Jane Chai, MPH
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The background features several overlapping silhouettes of human heads in profile, facing right. Each silhouette is filled with a different pattern representing mental processes: a line graph, a network of nodes, a colorful polka-dot pattern, a floral arrangement, and a zigzag pattern. The silhouettes are in shades of blue, purple, yellow, and grey.

Population-based Mental Wellbeing Adding Prevention & Early Intervention In Our Communities

Deryk Van Brunt , DrPH
President, Healthy Communities Foundation
Clinical Professor, University of California, Berkeley
CEO, CredibleMind

February 2021
Confidential

The U.S. Mental Health System is Broken

Resulting in Excess Costs, Lost Productivity, and Suffering



Half of adults have mental health issues in their lifetime; 1 in 5 each year



Workplace stress alone produces **\$190B in U.S. health cost** and \$1T in global productivity loss each year¹



Yet, **56% of the population lacks access** to mental health services

Covid-19 has Made the Mental Health Problem Worse

Resulting in depression, anxiety, and ongoing mental health impacts



Incidence of anxiety and depression and other mental health issues have **grown by 4x** since Covid-19



60% of Americans now say they are suffering from Anxiety or Stress



Mental health effects of COVID likely to **last 3-7 years post-pandemic**

Population-based Mental Health

Self Care – 75%



Professional Services – 25%



+

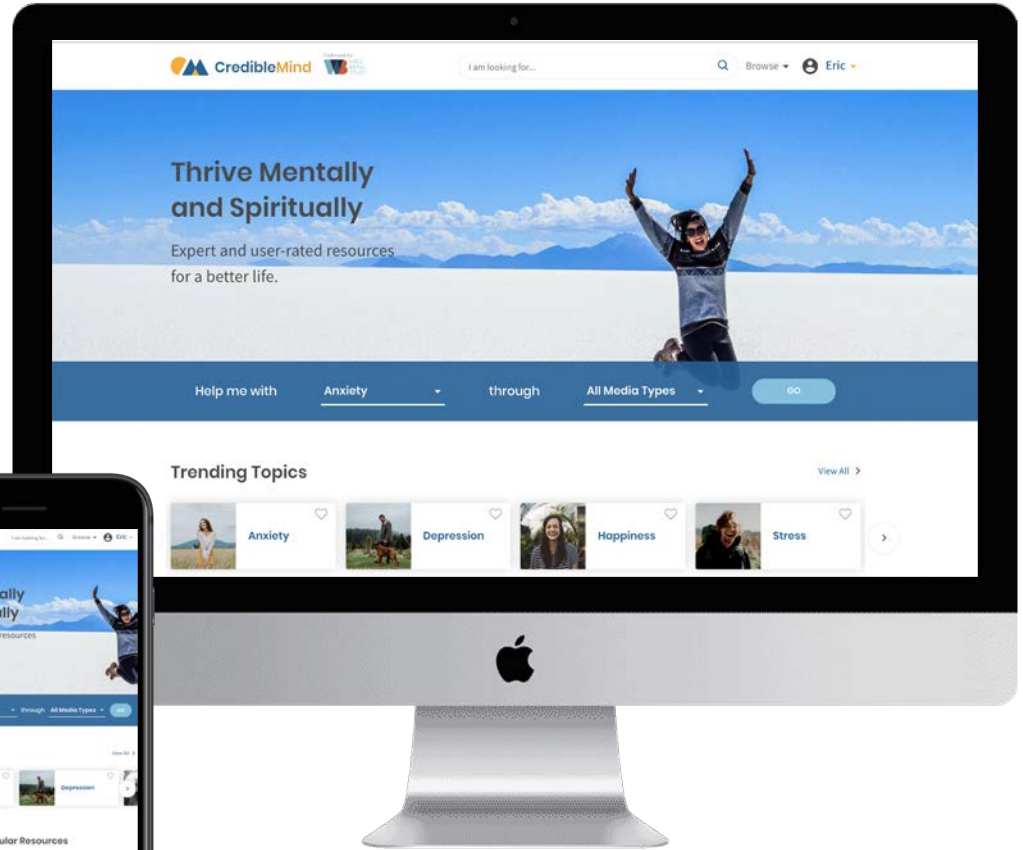
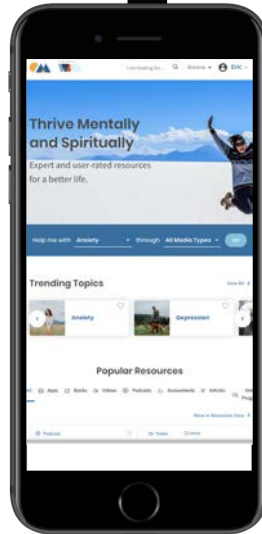
95% Search on their own — typically online — using unvalidated resources

Does Early-Intervention “Population Mental Health” Work?

- **Exercise.** 34% reduction in depression, as effective as antidepressant medication and psychotherapy.
- **Meditation/Mindfulness.** NIH review report, meditation can reduce blood pressure, symptoms of irritable bowel syndrome, anxiety, depression, chronic pain, and insomnia.
- **Art Therapy.** 81% of Creative Art Therapy studies report reduction of stress.
- **Being in Nature.** Across 36 studies, outdoor, nature-based exposures found to have a positive effect on stress relief.
- **Tai Chi.** Randomized controlled trials conducted with older adults show that tai chi improves multiple outcomes including sleep quality and duration, daytime functioning, depression, quality of life, and cognitive functioning.
- **Yoga.** Meta study of 35 trials, 74% note significant decrease in stress and/or anxiety symptoms with Yoga.
- **Mindfulness-based Therapy.** improved outcomes for depression, large meta analysis, Canada’s 2016 Guideline for Depression.
- **Mindfulness-based Therapy.** To treat substance misuse relapse, 64% decrease risk of drug relapse, 69% decrease risk for alcohol relapse.

That's why we created CredibleMind

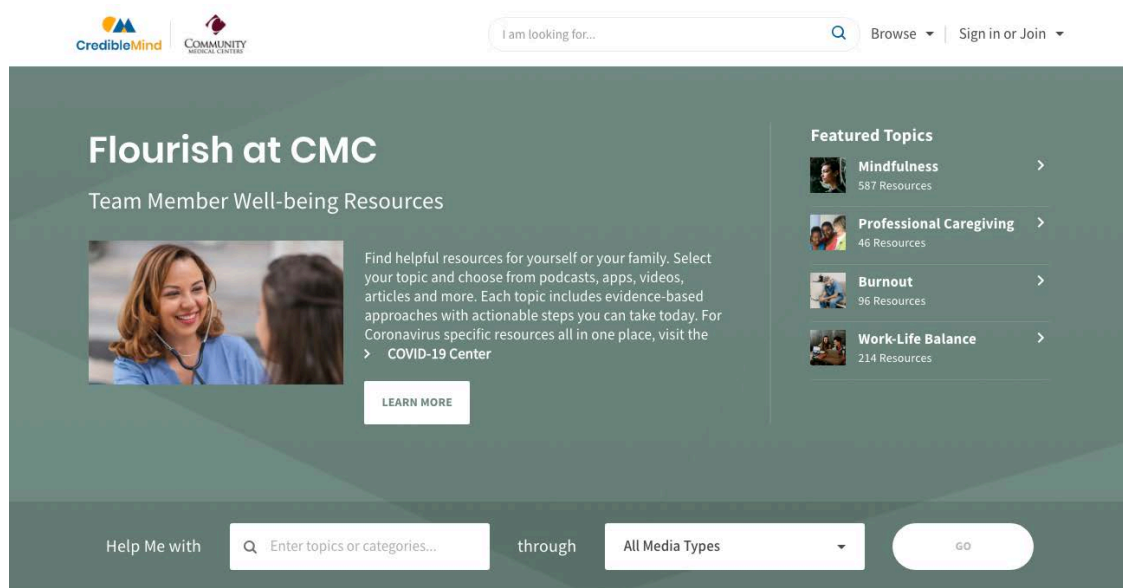
- **Brings** users evidence-based approaches to help with their area of interest
- Expert-trained AI engine **guides** consumers to the best star-rated resources to take effective action
- **Connects** users to their organization's unique resources (EAP, corporate licenses, local resources, etc.)



Customized Enterprise Solution

Features

- Branding – co-branding
- Engagement – playbook
- Navigation – to partner resources
- Analytics – prioritize and benchmark
- What Works – data driven insights
- Speed To Value – live in 30 days or less at modest cost



The screenshot shows the 'Flourish at CMC' page. At the top, there are logos for CredibleMind and Community Medical Centers, a search bar with the text 'I am looking for...', and links for 'Browse' and 'Sign in or Join'. The main heading is 'Flourish at CMC' with the subtitle 'Team Member Well-being Resources'. Below this is a large image of a smiling healthcare worker. To the right of the image is a text block: 'Find helpful resources for yourself or your family. Select your topic and choose from podcasts, apps, videos, articles and more. Each topic includes evidence-based approaches with actionable steps you can take today. For Coronavirus specific resources all in one place, visit the > COVID-19 Center'. Below the text is a 'LEARN MORE' button. On the right side, there is a 'Featured Topics' section with four items: 'Mindfulness' (587 Resources), 'Professional Caregiving' (46 Resources), 'Burnout' (96 Resources), and 'Work-Life Balance' (214 Resources). At the bottom of the page, there is a search bar with the text 'Enter topics or categories...', a 'Help Me with' dropdown, a 'through' dropdown, an 'All Media Types' dropdown, and a 'GO' button.

Community Medical Centers Team Member Resources



CredibleMind Summary Q4 2020 - Metrics

TOPICS REVIEWED

Sleep & Stress above avg.

Topics and Benchmarks



RED Area of concern greater than the industry average.

GREEN Area of concern less than the industry average.

"**" Promoted topic

Sleep above avg.

Approaches - Steps Taken



RED Area of concern and greater than the industry average.

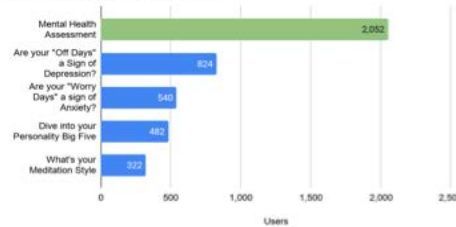
GREEN Positive practice greater than the industry average.

ASSESSMENTS TAKEN

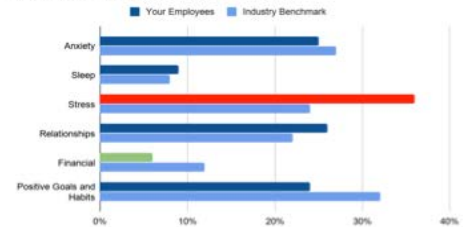
2,052 MH Assessments completed

5% of employees participated

Assessments Completed



Mental Health Assessment Results



Mental Health Assessment program started in May.

RED Topics of greater concern than the industry average.

Our Partners Improving Population Mental Health



United Way Association
of South Carolina



Summary of Findings

- **Mental health and emotional distress** - is a growing crisis in the U.S. – the costs are staggering, and so is the pain and suffering
- **COVID mental health crisis** - will last roughly 5 years
- **Prevention and Early Intervention Works** – we have ample evidence
- **Community stakeholders want to help** - but have been challenged with costs of large-scale clinical programs and looking for effective community-based programs
- **Key for State and Communities** - is to support behavioral health and public health to work together – “Population-based Mental Health Strategy”
- **Many Technologies Exist That Can Help** – Conduent Healthy Communities and CredibleMind
- **Challenge** – how to build coalitions and awareness in your community?



The Population Mental Health Platform Company

Contact Information

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 www.crediblemind.com

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GREENWOOD COUNTS

MEASURING WHAT MATTERS

Greenwood Counts

Is an innovative platform that would serve as a dynamic, interactive web-based intelligence and information platform that provides community leaders with the following:

- *Community assessment tool*, which is a living community report card.
- *Strategic planning instrument*, which prioritizes effective allocation of resources in response to community needs.
- *Best practices repository*, which is a clearing-house for dissemination of best practices.
- *Collaborative platform*, which provides a portal to contextual information that forges public and private partnerships.
- *Educational library*, which serves as a central source of unbiased information to increase public awareness.
- *Advocacy platform*, which serves as a conduit of information for responsible policy recommendations for decision-makers.
- *Data visualization tool*, which provides charts, GIS maps and indicator comparison.

Direct and Indirect Benefits

- Provides accessible—and understandable—**local data**
- Collects and organizes **population health data** in one central system
- Crucial for strategic initiatives
- Essential for population health initiatives – prevention planning and **“living” community needs assessments**
- Community benefit/health
- Marketing/communications/public relations
- **Compares** our community’s health to **national objectives**
- Identifies high-risk zip codes with exclusive *SocioNeeds Index*
- Governmental/legislative affairs
- Navigation tool for community services and **connects to 211**
- Source for **funding** opportunities and management
- Enables a unified focus as a foundation for transparent measuring, orchestrating resources and sharing *“live stories”* on key initiatives
- Embedded option supports SRH’s community image and branding
- **Source for best practices** and community outreach

EXAMPLE



The logo features the text "COVID-19" in a large, bold, sans-serif font. Each letter is filled with a mosaic of small, irregular shapes in shades of orange, red, and white. Below this, a thin white horizontal line separates the text from the subtitle "Vulnerability Index & Resources", which is written in a smaller, orange, sans-serif font.

COVID-19
Vulnerability Index & Resources

EXAMPLE

COVID-19 Daily Average Incidence Rate County: Greenwood

77.67
Cases per 100,000
population
(Feb 5, 2021)

Compared to:



SC Counties



U.S. Counties



SC Value
(66.05)



US Value
(36.48)



Prior Value
(75.66)



Trend

EXAMPLE

COVID-19 Daily Average Case-Fatality Rate County: Greenwood

3.2

Deaths per 100 cases
(Feb 5, 2021)

Compared to:



SC Counties



U.S. Counties



SC Value
(2.4)



US Value
(3.0)



Prior Value
(2.7)



Trend

EXAMPLE

Age-Adjusted Hospitalization Rate due to Pediatric Mental Health County: Greenwood

969.0

Hospitalizations per
100,000 population
under 18 years
(2017-2019)

Compared to:



SC Counties



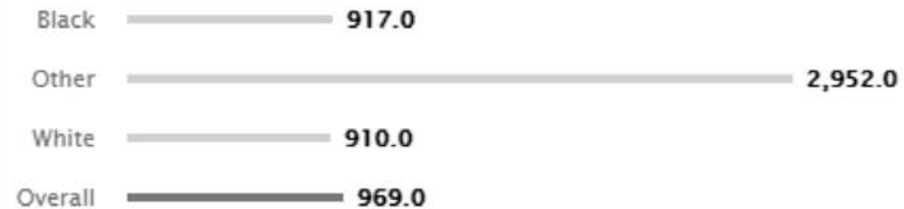
Prior Value
(875.0)

Age-Adjusted Hospitalization Rate due to Pediatric Mental Health by Gender



Source: South Carolina Revenue and Fiscal Affairs Office (2017-2019)

Age-Adjusted Hospitalization Rate due to Pediatric Mental Health by Race/Ethnicity



Source: South Carolina Revenue and Fiscal Affairs Office (2017-2019)

EXAMPLE

Age-Adjusted Hospitalization Rate due to Adolescent Suicide and Intentional Self-inflicted Injury: Under 18 County: Greenwood

263.0

Hospitalizations per
100,000 population
under 18 years
(2017-2019)

Compared to:

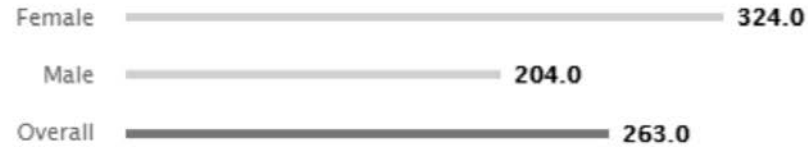


SC Counties



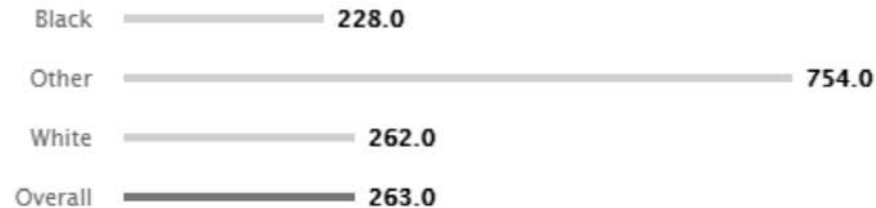
Prior Value
(171.0)

Age-Adjusted Hospitalization Rate due to Adolescent Suicide and Intentional Self-inflicted Injury: Under 18 by Gender



Source: South Carolina Revenue and Fiscal Affairs Office (2017-2019)

Age-Adjusted Hospitalization Rate due to Adolescent Suicide and Intentional Self-inflicted Injury: Under 18 by Race/Ethnicity



Source: South Carolina Revenue and Fiscal Affairs Office (2017-2019)

EXAMPLE

Age-Adjusted Hospitalization Rate due to Suicide and Intentional Self-inflicted Injury County: Greenwood

714.0

Hospitalizations per
100,000 population
18+
(2017-2019)



SC Counties

Compared to:



Prior Value
(619.0)

EXAMPLE

Age-Adjusted Hospitalization Rate due to Adult Mental Health County: Greenwood

8,221.0

Hospitalizations per
100,000 population
18+ years
(2017-2019)



SC Counties

Compared to:



Prior Value
(8,115.0)

EXAMPLE

Age-Adjusted Hospitalization Rate due to Alcohol Abuse County: Greenwood

88.0

Hospitalizations per
100,000 population
18+

(2017-2019)



SC Counties

Compared to:



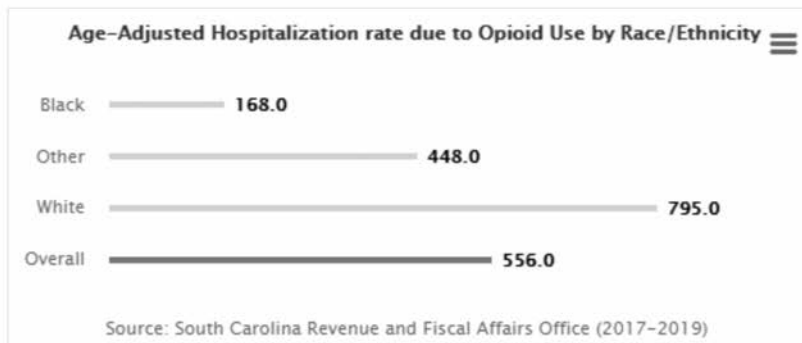
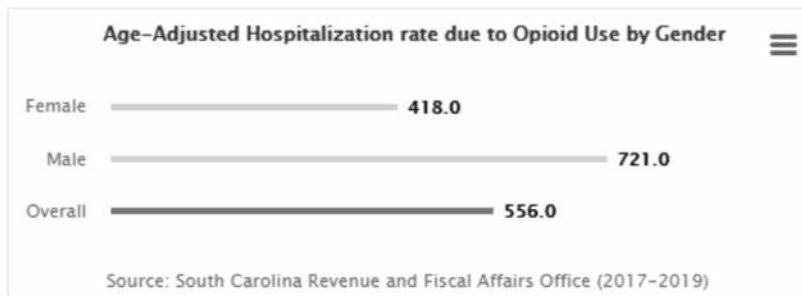
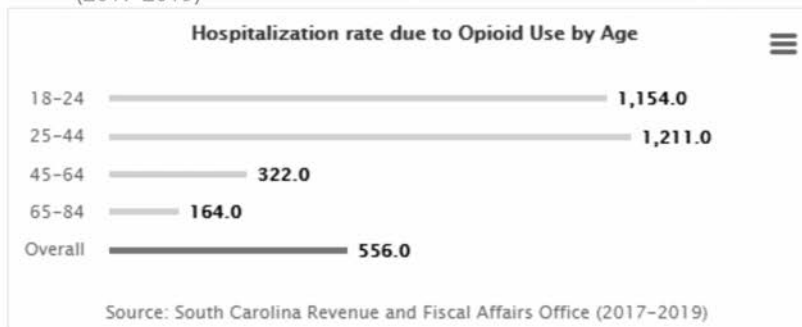
Prior Value
(93.0)

EXAMPLE

Age-Adjusted Hospitalization rate due to Opioid Use County: Greenwood

556.0
Hospitalizations per
100,000 population
18+
(2017-2019)

Compared to:



EXAMPLE

Violent Crime Rate County: Greenwood

81.3

Crimes per 10,000
population
(2019)

Compared to:



SC Counties



SC Value
(51.5)



Prior Value
(95.0)



Trend

SOCIAL MEDIA



GREENWOOD COUNTS
MEASURING WHAT MATTERS

FACT FRIDAY

From 2017-2019 Greenwood County had an age-adjusted hospitalization rate of 556 due to opioid use per 100,000 population aged 18 years and older.



GREENWOOD COUNTS
MEASURING WHAT MATTERS

FACT FRIDAY

From 2017-2019 Greenwood County had an adolescent hospitalization rate of 263 due to suicide or intentional self-inflicted injury per 100,000 population aged 18 years and younger.



SOCIAL MEDIA

MINDFUL MONDAYS



United Way of Greenwood
and Abbeville Counties



in partnership with

CredibleMind

MINDFUL MONDAYS



United Way of Greenwood
and Abbeville Counties



in partnership with

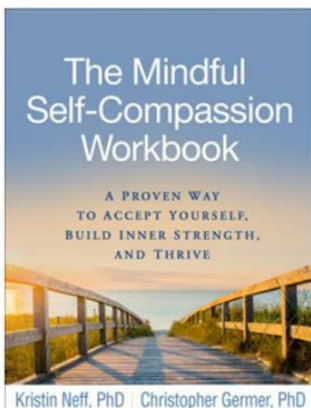
CredibleMind

NEWSLETTER

Find resources for a New You at CredibleMind



United Way of Greenwood
and Abbeville Counties



The Mindful Self-Compassion Workbook - A Proven Way to Accept Yourself

More than a thousand research studies show the benefits of being a supportive friend to yourself, especially in times of need. This science-based workbook offers a step-by-step approach to breaking free of harsh self-judgments and impossible standards in order to cultivate emotional well-being.

[Get Workbook Here](#)



Forgiveness Quiz

This quiz draws on a scale



Train Your Brain To Be Kinder

Boost your kindness by sending

BURNED OUT? STRESSED OUT? CredibleMind is here to help!



United Way of Greenwood
and Abbeville Counties

Science-Based Strategies To Boost Your Mood When Pandemic Burnout Strikes



As we're moving toward the one-year mark of the pandemic, it may be time to admit that we're not okay. Some days are fine, but many people are quietly suffering, overwhelmed by conflicting news stories, stifled due to sheltering at home, and frustrated talking about planning plans that can't be planned (still).

[Read Article Here](#)



[Is it Job Stress or Burnout?](#)



**GREENWOOD COUNTS
COMMUNITY CONSORTIUM**

Greenwood Counts Community Consortium

- Is a **neutral space** for conversations, cross-pollination of ideas, and strategic movement building
- Forges a capable, diverse, effective, connected, and visionary **cadre of changemakers**
- Builds capacity for transformative change through **movement from community insight to community action**
- Works using **data to amplify community change** and create a healthy, equitable, sustainable community that advances well-being now and for future generations
- Creates **opportunities** for community members, business, and civic leaders to **work through and solve critical community issues together**
- Promotes engaged community leaders and constituency-informed **policy and system reforms** to better meet the needs of Greenwood communities

STEERING COMMITTEE

AIMS TO:

- Implement powerful strategies that build people's **skills to ask better questions**, participate in decisions that affect them, advocate for themselves, and partner with service providers.
- Implement a process that **builds people's skills to participate effectively in decisions that impact their lives**. To help people name or identify key decisions, ask their own questions about those decisions, and focus their questions on key elements of a decision.
- Provides a **framework for accountable decision-making**, which helps individuals learn how to effectively participate in decisions that affect them. Through learning how to effectively participate in the decision, the decision-making process becomes more democratic, and *all* individuals are equipped with skills to advocate for themselves.
- **Move people from feeling helpless to having a sense of self-efficacy**, from dependency to action. To enhance their ability to solve problems and take action on their own behalf and prepare people to hold decision-makers accountable by asking better questions and participating more effectively.

THANK YOU

Thank you!

Marisel Losa, MHSA
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